Orders Order / Rev: 205005 Alt Order #: 6851606 Product Desc: order WOOD Estimate: 912918 Flight Dates: 09/12/12 - 09/18/12 Primary AE: Petry Philadelphia Original Date / Rev: 09/12/12 / 09/12/12 Sales Office: P-PHI Order Type: REG Sales Region: Nat **Smart Media Group** Name: Agency **Buying Contact:** Billing Type: Cash Billing Contact: Billing Calendar: Broadcast EOM/EOC 814 King Street Billing Cycle: Alexandria, VA 22314 Agency Commission: 15% Advertiser POL/Detroit International Bridge Name: Demographic: A35+ New Business Thru: **Product Codes:** PL2 Order Separation: 00:15:00 Priority: РЗ Advertiser External ID: Revenue Codes: AGY, POL, POL-ISS Agency External ID: IN10086/SP6681/TO1332/MO1041 Bill Plan

Petry Philadelphia

**End Date** 

09/18/12

Start Date

08/27/12

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					Totals	45	\$22,625.00	\$19,231.25
Account Exec	utives							
Account Execu	ıtive	Sales Office	Sales Region	Start Date / F	nd Date	Order %		

\$19,231.25

Net Amount

**Totals** 

Month

Start Of Order - End Of Order

September 2012

# Spots

45

100%

Gross Amount

\$22,625.00

Net Amount

\$19,231.25

Rating

0.00

0.00

Order Share	Share	Total
WOOD	31%	\$22,625.00
Market	100%	\$72,983.87

# Spots

45

Gross Amount

\$22,625.00

Competitive Share	Share	Total
CABLE	0%	\$0.00
UNKWN	1%	\$729.84
WGVK	0%	\$0.00
WGVU	0%	\$0.00
WLLA	0%	\$0.00
WOTV	0%	\$0.00
WTLJ	0%	\$0.00
WWMT	29%	\$21,165.32
WXMI	8%	\$5,838.71
WXSP	0%	\$0.00
WZPX	0%	\$0.00
WZZM	31%	\$22.625.00

Ln Ch Start	End	Inventory Code	Break	Start/End 7	Γime Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
E 1 WOOD 09/13/1	2 09/14/12	Noon News	CM	12-1p	TF	:30	1	\$450.00 P3	0.00 NM	1	\$450.00
		News 8 @ Noon									
NEWS											
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09/10/12	09/16/12	TF	1	\$450.00	0.00						
E 2 WOOD 09/13/1	2 09/13/12	_	CM	12-1p	T	:30	1	\$450.00 P3	0.00 NM	1	\$450.00

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Order / Rev: 205005 Advertiser: POL/Detroit International Bridge

Alt Order #: 6851606 Product Desc: order **WOOD** 

Ln Ch	Start	End	Inventory Code	Break	Start/End 1	Гime	Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
			Noon News News 8 @ Noon										_
NEWS													
Sta Week: 09/	rt Date	End Date	Weekdays	Spots/Week	Rate	Ratin							
E 3 WOOD		09/16/12	Noon News	CM	\$450.00 12-1p	0.0	F	:30	1	\$450.00 P3	0.00 NM	1	\$450.00
L 0 WOOD	00/14/1	2 00/14/12	News 8 @ Noon	OW	12 19		1	.00		Ψ-00.001 0	0.00 14141	•	Ψ-00.00
NEWS		E. J.D.	<b>10</b> /2 a la danca	01-00/1-	Data	Daria							
Sta Week: 09/	rt Date /10/12	End Date 09/16/12	<u>Weekdays</u> F	Spots/Week 1	Rate \$450.00	Ratin 0.0							
E 4 WOOD			Noon News	CM	12-1p		ļ	:30	1	\$450.00 P3	0.00 NM	1	\$450.00
NEWC			News 8 @ Noon										
NEWS Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Ratin	7						
Week: 09/		09/23/12	M	1	\$450.00	0.0	_						
E 5 WOOD	09/18/1	2 09/18/12	Noon News	CM	12-1p	-	T	:30	1	\$450.00 P3	0.00 NM	1	\$450.00
NEWS			News 8 @ Noon										
_	rt Date	End Date	Weekdays	Spots/Week	Rate	Ratin	2						
Week: 09/		09/23/12	- T	1	\$450.00	0.0							
E 6 WOOD	09/13/1	2 09/14/12	Days of Our Lives Days of Our Lives		1-2p	-	TF	:30	1	\$250.00 P4	0.00 NM	1	\$250.00
DAYS (	OF OUR	LIVES	Days of Our Lives	•									
	rt Date	End Date	Weekdays	Spots/Week	Rate	Ratin	_						
Week: 09/		09/16/12	TF	1 CM	\$250.00	0.0	0 T	:30		\$250.00 D4	0.00 NM		<u></u>
E 7 WOOD	09/13/1	2 09/13/12	Days of Our Lives Days of Our Lives		1-2p	_	1	:30	1	\$250.00 P4	U.UU INIVI	1	\$250.00
DAYS (	OF OUR	LIVES	,										
Sta Week: 09/	rt Date	End Date 09/16/12	<u>Weekdays</u> T	Spots/Week 1	Rate \$250.00	Ratin 0.0							
E 8 WOOD			Days of Our Lives	<u>.</u>	1-2p		F	:30	1	\$250.00 P4	0.00 NM	1	\$250.00
			Days of Our Lives		. –					<b>*</b> ====================================			<b>4</b>
	OF OUR		Wookdovo	Spoto/Mook	Poto	Dotin	~						
Sta Week: 09/	rt Date /10/12	End Date 09/16/12	<u>Weekdays</u> F	Spots/Week 1	Rate \$250.00	Ratin 0.0							
E 9 WOOD	09/17/1	2 09/17/12	Days of Our Lives	СМ	1-2p	N	[	:30	1	\$250.00 P4	0.00 NM	1	\$250.00
DAVE	OF OUR	IVES	Days of Our Lives	<b>;</b>									
_	ort Date	End Date	Weekdays	Spots/Week	Rate	Ratin	a						
Week: 09/		09/23/12	M	1	\$250.00	0.0							
E 10 WOOD	09/18/1	2 09/18/12	Days of Our Lives		1-2p	-	T	:30	1	\$250.00 P4	0.00 NM	1	\$250.00
DAYS (	OF OUR	LIVES	Days of Our Lives	<b>3</b>									
	rt Date	End Date	Weekdays	Spots/Week	Rate	Ratin	<u>g</u>						
Week: 09/		09/23/12	- T	1	\$250.00	0.0				<b>*</b>	0.00.1114		
E 11 WOOD	09/13/1	2 09/14/12	M-F 2-3p Rachael Ray	СМ	2-3p	-	TF	:30	1	\$100.00 P4	0.00 NM	1	\$100.00
RACHE	L RAY		rtacriacritay										
	rt Date	End Date	Weekdays TF	Spots/Week	Rate	Ratin							
Week: 09/ E 12 WOOD		09/16/12		1 CM	\$100.00 2-3p	0.0	0 T	:30	1	\$100.00 P4	0.00 NM	1	\$100.00
L 12 WOOD	00/10/1	2 00/10/12	Rachael Ray	Olvi	2 op		•	.00	•	Ψ100.001 4	0.00 14141	•	Ψ100.00
RACHE		<b>5.15</b> .		0 . 00/ 1	Б.	D ::							
Sta Week: 09/	rt Date /10/12	End Date 09/16/12	<u>Weekdays</u> T	Spots/Week 1	Rate \$100.00	Ratin 0.0							
E 13 WOOD			M-F 2-3p	CM	2-3p		F	:30	1	\$100.00 P4	0.00 NM	1	\$100.00
DAOLIE			Rachael Ray										
RACHE Sta	L RAY	End Date	Weekdays	Spots/Week	Rate	Ratin	<b>n</b>						
Week: 09/		09/16/12	F	1	\$100.00	0.0							
E 14 WOOD	09/17/1	2 09/17/12		СМ	2-3p	N	F	:30	1	\$100.00 P4	0.00 NM	1	\$100.00

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Order / Rev: 205005 Advertiser: POL/Detroit International Bridge

Alt Order #: 6851606 Product Desc: order **WOOD** 

Ln Ch	Start	End	Inventory Code	Break	Start/End 1	Гime	Days	Len Sp	oots	Rate Pri	Rtg Type	Spots	Amount
			M-F 2-3p Rachael Ray										_
RACHE	L RAY		. taonao. may										
Sta Week: 09	art Date	End Date 09/23/12	<u>Weekdays</u> M	Spots/Week 1	Rate \$100.00	Ratir 0.							
E 15 WOOD			M-F 2-3p	CM	2-3p		- T	:30	1	\$100.00 P4	0.00 NM	1	\$100.00
			Rachael Ray							**********			***************************************
RACHE	EL RAY art Date	End Date	Weekdays	Snots/Meak	Rate	Patir	na						
Week: 09		End Date 09/23/12	<u>Weekdays</u> - T	Spots/Week 1	\$100.00	Ratir 0.							
E 16 WOOD	09/13/1	2 09/14/12	M-F 3-4p	CM	3-4p		TF	:30	1	\$100.00 P4	0.00 NM	1	\$100.00
DOCTO	)RS		Dr Oz										
	art Date	End Date	Weekdays	Spots/Week	Rate	Ratir	ng						
Week: 09		09/16/12	TF	1	\$100.00	0.							
E 17 WOOD	09/13/1	2 09/13/12	M-F 3-4p Dr Oz	CM	3-4p		T	:30	1	\$100.00 P4	0.00 NM	1	\$100.00
DOCTO	ORS		D1 02										
	art Date	End Date	<u>Weekdays</u> T	Spots/Week	Rate	Ratir							
Week: 09/ E 18 WOOD		09/16/12		CM	\$100.00 3-4p	0.	00 F	:30	1	\$100.00 P4	0.00 NM	1	\$100.00
L 10 WOOD	09/14/1	2 09/14/12	Dr Oz	Civi	3-4p		1	.30	'	\$100.00F4	U.UU INIVI	'	φ100.00
DOCTO													
Sta Week: 09/	art Date /10/12	End Date 09/16/12	<u>Weekdays</u> F	Spots/Week 1	<u>Rate</u> \$100.00	Ratir 0.	_						
E 19 WOOD			M-F 3-4p	CM	3-4p		M	:30	1	\$100.00 P4	0.00 NM	1	\$100.00
росто	200		Dr Oz		·								
DOCTO	ORS art Date	End Date	Weekdays	Spots/Week	Rate	Ratir	na						
Week: 09		09/23/12	M	1	\$100.00	0.0	_						
E 20 WOOD	09/18/1	2 09/18/12	M-F 3-4p	СМ	3-4p		- T	:30	1	\$100.00 P4	0.00 NM	1	\$100.00
DOCTO	ORS		Dr Oz										
Sta	art Date	End Date	Weekdays	Spots/Week	Rate	Ratir	ng						
Week: 09/		09/23/12	- T	1	\$100.00	0.				A227.22.7.1	0.00.1114		<b>^</b>
E 21 WOOD	09/13/1	2 09/14/12	5am Daybreak 5am Daybreak	СМ	5a-6am		TF	:30	1	\$225.00 P4	0.00 NM	1	\$225.00
NEWS			cam Daybrean										
Sta Week: 09	art Date	End Date	<u>Weekdays</u> TF	Spots/Week	Rate	Ratir	_						
		09/16/12	5am Daybreak	1 CM	\$225.00 5a-6am	0.0	T	:30	1	\$225.00 P4	0.00 NM	1	\$225.00
	00/10/1	2 00/10/12	5am Daybreak	0	ou oum		•	.00	•	Ψ220.001	0.00 14141	·	Ψ220.00
NEWS	mt Doto	End Data	Maakdaya	Cnoto/Mook	Doto	Dotin	. ~						
Week: 09/	art Date /10/12	End Date 09/16/12	<u>Weekdays</u> T	Spots/Week 1	Rate \$225.00	Ratir 0.							
E 23 WOOD	09/14/1		5am Daybreak	СМ	5a-6am		F	:30	1	\$225.00 P4	0.00 NM	1	\$225.00
NEWS			5am Daybreak										
	art Date	End Date	Weekdays	Spots/Week	Rate	Ratir	ng						
Week: 09		09/16/12	F	1	\$225.00	0.	00						
E 24 WOOD	09/17/1	2 09/17/12	5am Daybreak 5am Daybreak	CM	5a-6am	]	M	:30	1	\$225.00 P4	0.00 NM	1	\$225.00
NEWS			Jam Daybreak										
	art Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Ratir							
Week: 09/ E 25 WOOD		09/23/12	M 5am Daybreak	CM	\$225.00 5a-6am	0.	00 - T	:30	1	\$225.00 P4	0.00 NM	1	\$225.00
L 23 WOOD	0 <i>9/</i> 10/ l	2 03/10/12	5am Daybreak	CIVI	Ja-Jaiii		1	.50	'	ψ <b>∠∠</b> J.UU F 4	O.OO INIVI	ı	ΨΖΖΟ.00
NEWS	. 5	<b>-</b> 15 :	·	0	<b>.</b>	<b>.</b>							
Sta Week: 09/	art Date /17/12	End Date 09/23/12	<u>Weekdays</u> - T	Spots/Week 1	Rate \$225.00	Ratir 0.							
E 26 WOOD				CM	6-7a		TF	:30	1	\$650.00 P4	0.00 NM	1	\$650.00
											•		

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Order / Rev: 205005 Advertiser: POL/Detroit International Bridge

Alt Order #: 6851606 Product Desc: order **WOOD** 

Ln Ch	Start	End	Inventory Code	Break	Start/End	Γime Da	ays	Len S	pots	Rate Pri	Rtg Type	Spots	Amount
			6am Daybreak 6am Daybreak										_
NEWS8	3-DAYBR	EAK	cam zajzrean										
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating							
Week: 09/ E 27 WOOD		09/16/12	6am Daybreak	CM	\$650.00 6-7a	0.00	T	:30	1	\$650.00 P3	0.00 NM	. 1	\$650.00
E27 WOOD	09/13/1	2 09/13/12	6am Daybreak	Civi	0-1a		1	.30	'	φ000.00 P3	U.UU INIVI	'	φ050.00
NEWS8	3-DAYBR	EAK	,										
	rt Date	End Date	<u>Weekdays</u> T	Spots/Week	Rate	Rating							
Week: 09/ E 28 WOOD		09/16/12	6am Daybreak	CM	\$650.00 6-7a	0.00	- F	:30	1	\$650.00 P3	0.00 NM	1	\$650.00
L 20 WOOD	03/14/1	2 03/14/12	6am Daybreak	Civi	0-7 a		-1	.50	'	ψ030.0013	O.OO INIVI	l '	ψ030.00
NEWS8	3-DAYBR	EAK	•										
	rt Date	End Date	<u>Weekdays</u> F	Spots/Week	Rate Pare	Rating							
Week: 09/ E 29 WOOD		09/16/12	6am Daybreak	CM	\$650.00 6-7a	0.00 M		:30	1	\$650.00 P3	0.00 NM	<b>i</b> 1	\$650.00
220 WOOD	00/11/1	2 00/11/12	6am Daybreak	OW	074	111		.00		ψοσσ.σσ1 σ	0.00 14101	· '	Ψ000.00
	3-DAYBR	EAK	-										
Sta Week: 09/	rt Date	End Date 09/23/12	Weekdays M	Spots/Week 1	<u>Rate</u> \$650.00	Rating 0.00							
			6am Daybreak	CM	6-7a			:30	1	\$650.00 P3	0.00 NM	<b>i</b> 1	\$650.00
200 11002	00/10/1	2 00/10/12	6am Daybreak	0	074	-		.00	·	φοσσ.σσ. σ	0.00 14111		Ψ000.00
	3-DAYBR				_							•	
Sta Week: 09/	rt Date	End Date 09/23/12	<u>Weekdays</u> - T	Spots/Week 1	<u>Rate</u> \$650.00	Rating 0.00						}	
E 31 WOOD			Today Show 2	CM	9-10a		TF	:30	1	\$500.00 P4	0.00 NM	<b>i</b> 1	\$500.00
			Today Show 2						·	*******			***************************************
_	SHOW I					5							
Sta Week: 09/	rt Date /10/12	End Date 09/16/12	<u>Weekdays</u> TF	Spots/Week 1	<u>Rate</u> \$500.00	Rating 0.00							
			Today Show 2	CM	9-10a		T	:30	1	\$500.00 P4	0.00 NM	<b>i</b> 1	\$500.00
			Today Show 2							•			·
_	SHOW I		Mookdovo	Cnoto/Mode	Doto	Doting							
Sta Week: 09/	rt Date /10/12	End Date 09/16/12	<u>Weekdays</u> T	Spots/Week 1	<u>Rate</u> \$500.00	Rating 0.00							
E 33 WOOD		2 09/14/12	Today Show 2	CM	9-10a		- F	:30	1	\$500.00 P4	0.00 NM	1	\$500.00
TOP 41/	, 01101471		Today Show 2										
	' SHOW I ort Date	End Date	Weekdays	Spots/Week	Rate	Rating						}	
Week: 09/		09/16/12	F	1	\$500.00	0.00						İ	
E 34 WOOD	09/17/1	2 09/17/12	Today Show 2	CM	9-10a	М		:30	1	\$500.00 P4	0.00 NM	1	\$500.00
TODAY	SHOW I		Today Show 2										
	art Date	End Date	Weekdays	Spots/Week	Rate	Rating							
Week: 09/		09/23/12	M	1	\$500.00	0.00							
E 35 WOOD	09/18/1	2 09/18/12	Today Show 2	CM	9-10a	- T-		:30	1	\$500.00 P4	0.00 NM	1	\$500.00
TODAY	′ SHOW I	ı	Today Show 2										
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating							
Week: 09/		09/23/12	- T	1	\$500.00	0.00						ļ	
E 36 WOOD	09/15/1	2 09/15/12	Daybreak Sat @6		6-7a		S-	:30	1	\$300.00 P3	0.00 NM	1	\$300.00
NEWS			Daybreak Sat 6a	m									
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						İ	
Week: 09/		09/16/12	S-	1	\$300.00	0.00						]	
E 37 WOOD	09/15/1	2 09/15/12	Daybreak Sat @7		658-8a		S-	:30	1	\$650.00 P3	0.00 NM	1	\$650.00
NEWS	8A		Daybreak Sat@7	am									
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating							
Week: 09/	/10/12	09/16/12	S-	1	\$650.00	0.00							
E 38 WOOD	09/16/1	2 09/16/12		CM	758-9a		S	:30	1	\$950.00 P3	0.00 NM	1	\$950.00

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Totals

45

\$22,625.00

Order / Rev: 205005 Advertiser: POL/Detroit International Bridge

Alt Order #: 6851606 Product Desc: order **WOOD** 

Ln Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len Sp	oots Rate Pri	Rtg Type	Spots	Amount
			Today Show Su Today Show Sun	day							
TODAY			roday onow our	day							
Star	t Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 09/1		09/16/12	S	1	\$950.00	0.00					
E 39 WOOD	09/12/1	2 09/12/12	M-F 6p News	CM	6-630p	<b>W</b>	:30	1 \$1,500.00 P4	0.00 NM	1	\$1,500.00
NEWS 8	ΔΤ 6ΡΙ	1	M-F News 8 @6p	)							
	t Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 09/1		09/16/12	W	1	\$1,500.00	0.00					
E 40 WOOD	09/13/1	2 09/13/12	M-F 6p News	CM	6-630p	T	:30	1 \$1,500.00 P4	0.00 NM	1	\$1,500.00
		_	M-F News 8 @6p	)							
NEWS 8				0	Б.	D. ()					
Star Week: 09/1	t Date	End Date 09/16/12	<u>Weekdays</u> T	Spots/Week 1	Rate \$1,500.00	Rating 0.00					
			M-F 6p News	CM	6-630p	F	:30	1 \$1,500.00 P4	0.00 NM	1	\$1,500.00
E 41 WOOD	03/14/1	2 00/14/12	M-F News 8 @6p	_	о осор	1	.00	1 \$1,000.001 4	0.00 14101		ψ1,000.00
NEWS 8	AT 6PN	Л									
	t Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating					
Week: 09/1		09/16/12	F		\$1,500.00	0.00					
E 42 WOOD	09/17/1	2 09/17/12	M-F 6p News	СМ	6-630p	M	:30	1 \$1,500.00 P4	0.00 NM	1	\$1,500.00
NEWS 8	AT 6PN	Л	M-F News 8 @6p	)							
	t Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 09/1	17/12	09/23/12	M	1	\$1,500.00	0.00					
E 43 WOOD	09/18/1	2 09/18/12	M-F 6p News	CM	6-630p	- T	:30	1 \$1,500.00 P4	0.00 NM	1	\$1,500.00
NEWO	AT 001		M-F News 8 @6p	)							
NEWS 8	t Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 09/1		09/23/12	- T		\$1,500.00	0.00					
E 44 WOOD	09/15/1	2 09/15/12	Sat 6p News 8	СМ	6-630p	S-	:30	1 \$850.00 P4	0.00 NM	1	\$850.00
			Sat News 8 @6p		•						
SA NWS											
Star Week: 09/1	t Date	End Date 09/16/12	<u>Weekdays</u> S-	Spots/Week 1	Rate	Rating 0.00					
E 45 WOOD				CM	\$850.00 6-7p	S	:30	1 \$1,000.00 P3	0.00 NM	1	\$1,000.00
L 43 WOOD	09/10/1	2 09/10/12	Sun News 8 @6r		0-7 p	3	.30	i \$1,000.00P3	U.UU INIVI	1	φ1,000.00
NEWS			20.11101100000	•							
Star	t Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 09/1	10/12	09/16/12	S	1	\$1,000.00	0.00					